

February 12, 1962

Mr. Leonard Doob
Clark Road
Woodbridge, Conn.

Dear Mr. Doob:

This letter is an attempt to interest you in helping the Yale Broadcasting Company to celebrate its 20th Anniversary this April.

As one of the high spots in this important month WYBC will be hosting the national Convention of the Intercollegiate Broadcasting System here in New Haven on Saturday April 7. As its official title indicates IBS is an organization which represents most of the country's student operated radio stations.

Our plan this year is to hold a series of morning and afternoon "Sessions" to compliment the main meeting to be held in Sprague Hall after lunch. These sessions ideally are set up to be half-lecture, half-discussion periods in which topics such as "Advertising Time on the Campus Station", "Production Techniques", "Securing the FM Station Permit" will be offered.

Specifically, I would like to have one of these sessions devoted to the subject of "Polling." Many college stations, ourselves included, are finding it both helpful and necessary to be able to supply potential advertisers with ratings. Most of us cannot afford "professional" services. A session of this nature, devoted to an explanation of how to conduct a poll (samples, statistical computations, etc.), would be of great interest to many of the station delegates.

In this connection I can think of no local figure better qualified to begin and moderate an hour-long session of this kind than you. In short this would require an opening statement to be followed by an informal discussion.

If this proposal interests you I would naturally be more than willing to work out the details at your convenience. Let me repeat that it would be an honor for us to have you as a "guest-moderator", and I will anxiously await your reply.

Sincerely,

John H. Davison, Chairman
The Yale Broadcasting Company

MILLERS FALLS
FEB 21
COTTON COUNTRY